

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1777

Washington, D. C.

April 30, 1960

U. S. Steel Announces Details of New Tin Plate; About Half the Thickness of Plate Now Used in Can Making

United States Steel Corporation announced on April 28 the details of the new tin plate it has developed. The new plate is described as "about half the thickness of anything now used in can making."

Research on the new tin plate was revealed by Roger M. Blough, chairman of the board of U. S. Steel, in his address at the N.C.A. 1960 Convention in Miami Beach. He said then that the new tin plate "will be lighter, thinner, and stronger than any tin plate you have ever used."

The new process is described by U. S. Steel as "a completely different product." It produces tin plate in weights ranging from 40 to 60 pounds per base box, compared with weights of from 75 to 100 pounds per base box in general use today.

U. S. Steel is seeking patent protection on the new method. Meanwhile, can manufacturers are experimenting

with the thinner tin plate to determine where it can be used to best advantage, it was said.

U. S. Steel said that the new product has additional strength and rigidity, and that "these qualities may be helpful in maintaining the high speed production of modern can manufacturing and for obtaining the desired rigidity in the finished container." A prediction of when the new product will become fully available will depend on further research and development by both U. S. Steel and can manufacturers.

"From the work we have done thus far," U. S. Steel said, "we believe the lighter tin plate to be an economically sound product for can manufacture. It has very high potentials in many areas. Among them are cans for frozen concentrates, quart oil cans, and other general line and sanitary-type cans.

"In addition, the new tin plate is an excellent possibility for such applications as disposable baking pans, detergent cans, paint cans, and frozen dinner trays."

Mr. Blough stated in his N.C.A. Convention address, "I need not point out to you gentlemen the economic advantages of such a product to you, nor the competitive advantages of such a product to us."

N.C.A. Opposes 'Stabilization' Proposal in New Poage Bill

The N.C.A. has pointed out to the House Agriculture Committee its concern that provisions of the new Poage bill, H.R. 11769, might be applicable to some canning crops, and has asked that canning crops be exempted from those provisions.

Sections 151-161 of the new Poage bill would authorize a "National Commodity Stabilization Program" on any crop not covered by a marketing order. Such programs would be developed by grower committees and would be effective unless disapproved by Congress. The legislation provides that the stabilization programs may include national marketing quotas or other marketing supply adjustment procedures.

In a letter to Representative Cooley (N.C.), Chairman of the House Agriculture Committee, N.C.A. said that the reasons already stated by N.C.A. for not bringing canning crops under federal marketing order controls apply with equal validity to excepting them from the "National Commodity Stabilization Program." N.C.A. asked that the views in opposition to marketing order proposals in the original Poage bill be considered as an expression of canning industry policy equally applicable to the controls contemplated in the stabilization program (see INFORMATION LETTER of April 16, page 131).

Color Additives Legislation

Secretary Flemming has notified the House Commerce Committee that he opposes virtually all the amendments to the color additive bills proposed by non-governmental witnesses in hearings held during recent months.

In a letter to the Committee, the Secretary accepted one of the proposals made by N.C.A. and other industry groups, which is designed to make the 2½-year provisional listing requirements of the bill subject to certain procedural safeguards—notice, hearings, findings, and judicial review—similar to those available in the 1958 food additives amendment.

The Secretary stated that the color bill passed by the Senate last year is acceptable, except that he would prefer the anti-cancer clause which is contained in the Administration bill, H.R. 7624.

The Secretary expects to testify further on the anti-cancer clause. He is tentatively scheduled to appear before the Committee on this subject May 9 or 10.

Conference on Water Pollution

A national conference on water pollution will be held in Washington December 12-14. Its theme will be "Problems and Progress in Water Pollution Control."

The conference is being arranged at the request of the President and as a consequence of his veto of legislation which would have authorized increased federal grants to municipalities for control of sewage (see INFORMATION LETTER of Feb. 27, page 88).

Arrangements for the conference are being made by the U. S. Public Health

Service, which expects to issue invitations soon to more than 1,000 persons representing organizations of municipal, state and interstate agencies, and industrial, conservation, and other groups.

The conference will seek to assess the status of the water pollution problem, as it relates to the nation's total water needs now and in the foreseeable future, to pinpoint the barriers in the way of progress, and to reach agreement on methods and means for solving the problem.

Status of Legislation

Senate and House bills of particular interest to the canning industry are described below, together with a report of their current status:

Antitrust enforcement—S. 11 and H. R. 11, to strengthen the Robinson-Patman Act with respect to alleged price discrimination, are pending before the Senate and House Judiciary Committees, respectively. (N. C. A. has registered its opposition.) S. 716, to authorize the Justice Department to compel the production of documents in civil antitrust cases, was passed by the Senate last year and is pending before the House Antitrust Subcommittee.

Cease-and-desist orders—H.R. 8841, to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain acts and practices awaiting the outcome of FTC proceedings, is pending before the House Interstate and Foreign Commerce Committee.

Color additives—S. 2197, to amend the Federal Food, Drug, and Cosmetic Act with respect to the use of color additives, was passed by the Senate last year, with amendments, and is pending before the House Interstate and Foreign Commerce Committee. Hearings on this and a similar bill, H.R. 7624, have been recessed. (See INFORMATION LETTER of Feb. 13 for a report of N.C.A.'s position.)

Co-op bargaining—H.R. 1793, to authorize cooperative associations of producers to bargain with purchasers singly or in groups, is pending before the House Judiciary Committee.

Co-op marketing—S. 2014, to authorize associations of agricultural producers to own and operate marketing facilities, is pending before the Senate Agriculture Committee.

Family farm act—H. R. 11769 (Poage) and similar bills pending before House Agriculture Committee would authorize marketing orders for field crops, Irish potatoes, onions, chickens, and turkeys; and would authorize national commodity stabilization programs. The Committee scheduled public hearings April 29-30 and executive sessions May 2-3.

Farm labor—H.R. 9875, to amend and extend Title V of the Agricultural Act of 1949, was approved by the Gathings Subcommittee April 8 and is pending in the House Agriculture Committee.

Federal preemption—H.R. 3, to establish rules of interpretation concerning the effect of an Act of Congress on state laws, was passed by the House last year and is pending before the Senate Internal Security

Subcommittee which conducted hearings last year on a similar bill, S. 3. (N.C.A. has requested that federal food regulatory laws be excluded from the scope of these bills.)

Marketing orders—The following bills are pending in the Agriculture Committees: H.R. 642, to provide flexibility; H.R. 1070, to extend applicability and coverage; H.R. 9693 (May), fruits; H.R. 10355, Family Farm Income Act; H.R. 10555 (Horan), fruits; S. 3207 (Williams of Del.), block voting; S. 3233 (Jackson-Magnuson), fruits; S. 3318 (Morse), berries; and H. R. 11769 (Poage), Family Farm Act.

Migrant labor—The following bills are pending before the Senate Subcommittee on Migratory Labor: S. 1778 and S. 2495, to require crew-leader licensing; S. 1085 and S. 2141, to regulate the wages and hours of migrant farm workers and their children; and S. 2864 and S. 2865, to provide funds for the education of migrant farm workers and their children. Companion bills have been introduced in the House, including H.R. 11547 (Walter), an omnibus bill.

Poultry marketing—S. 2516 and similar bills to promote orderly marketing are pending before a Senate Agriculture Subcommittee which held hearings Feb. 25-26.

Pre-merger notification—H.R. 9896 and S. 442, to amend the Clayton Act to provide for prior notification and suspension of certain mergers and acquisitions, are pending before the House Judiciary Committee. H.R. 2325 is pending before the House Antitrust Subcommittee.

Price-increase hearings—H.R. 6263, to authorize the Government to hold public hearings on price or wage increases, prospective or actual, which appear to threaten national economic stability, has been reported by the House Government Operations Committee. S. 2382 and S. 64 are pending before the Senate Banking Committee, which held hearings Feb. 24-26. The House Rules Committee held a hearing on H.R. 6263 on April 26 but took no final action.

Price-increase notification—S. 215, to require certain corporations to file advance notice of proposed price increases, is pending before the Senate Antitrust and Monopoly Subcommittee. (N.C.A. has filed a statement opposing S. 215.) H.R. 4934 is pending before the House Judiciary Committee.

Wage-hour—S. 1046 (Kennedy), to increase the minimum wage and curtail the overtime exemptions of fruit, vegetable, and fish canners, is pending before the Senate Labor Committee. (N.C.A. has filed a statement opposing changes in the exemptions.) H.R. 4488 and other bills are pending in the House Subcommittee on Labor Standards, which has held hearings.

Shipments of Metal Cans and Glass Containers, Jan.-Feb.

(Bureau of the Census)

METAL CANS

	Jan.-Feb. 1959 1960	
	(short tons of steel)	
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks).....	142,809	93,756
Vegetable and vegetable juice.....		49,765
Meat, including poultry.....	22,350	25,708
Fish and seafood.....	12,445	13,609

GLASS CONTAINERS

	Jan.-Feb. 1959 1960	
	(thousands of gross)	
Wide-mouth food (including fruit jars, jelly glasses and packers' tumblers).....	6,398	6,711
Narrow-neck food.....	2,180	2,298

Canned Fruits to U.K.

The United Kingdom imported considerably more fruits and vegetables during the first months after lifting import controls last November than during the same period a year earlier, according to statistics reported by the U. S. Embassy in London.

U. K. imports of fruits and vegetables, including canned products, totaled £3.5 million during December, 1959, and January, 1960, following the lifting of controls on the importation of canned fruits and citrus juices from the dollar area, as of last November 9. Imports during December, 1958, and January, 1959, totaled £2.2 million.

"The rise is sharp enough to suggest that a substantial increase may be evident in the final annual total," according to the U. S. Embassy report.

Howard Cumming Honored

Howard T. Cumming, chairman of the board of Curtice Brothers Co., has been named to receive the 1960 civic award of the Museum of Arts and Sciences, Rochester, N. Y. The award recognizes his contributions to civic betterment.

Mr. Cumming has always taken an active interest in civic affairs. Among other things, he served as chairman of a citizens study committee that submitted a comprehensive report on Rochester's recreation program. That report won a national award. He also has been a leader in scouting, social welfare, the arts, and municipal planning.

Conference on Law of the Sea

The second United Nations Conference on the Law of the Sea ended April 26 after failing to reach agreement on an international convention on the breadth of the territorial sea and the zone of fishery jurisdiction.

The Conference failed by one vote to approve a resolution that would have constituted an international agreement on the distance from its coast which each nation might claim as its territorial limits and over which it might exercise exclusive jurisdiction over fisheries.

The resolution which failed was sponsored jointly by the United States and Canada and would have recognized the right of each nation to claim a territorial sea of 6 miles and exclusive fishing rights in an adjacent zone of 6 additional miles, with the proviso that nationals of other countries who had fished in the outer 6-mile zone might continue to do so for 10 more years. The proposal also contained an amendment, approved by the U.S., which would have established a procedure to determine whether a coastal state should also have priority fishing rights beyond its outer 6-mile zone.

The vote on the United States-Canadian resolution was 54 to 28. A two-thirds majority being necessary for Conference approval, the joint proposal failed by one vote. There were 5 abstentions.

The 6-plus-6 proposal had been favored in preliminary voting in which Conference delegates had rejected other proposals that would have provided for territorial seas extending out to 12 miles.

At a similar UN Conference in 1958 the United States' 6-plus-6 proposal was approved by a majority vote but failed to receive the two-thirds vote necessary for formal adoption.

In submitting the 6-plus-6 proposal the United States announced that it was doing so only as an effort toward compromise. The United States continues to adhere to its historic position that territorial limits extend no more than 3 miles from shore. Failure of the Conference leaves the question of fishery jurisdiction unresolved and still open to international controversy.

Vegetables for Processing

BEETS FOR CANNING

The acreage of beets to be planted for canning in 1960 is expected to total 14,770 acres, 7 percent more than last year's plantings but 22 percent below average, according to the Crop Reporting Board of USDA.

State	10-year ave. 1949-58	1959	1960 Pro- spec- tive (acres)	Per- cent change from 1959
N. Y.	4,500	4,100	4,500	+10
Mich.	930	500	500	...
Wis.	7,500	4,500	4,600	+2
Ore.	1,600	1,300	1,500	+15
Other states ¹	4,500	3,300	3,670	+9
U. S. Total	19,000	13,700	14,770	+7

¹ Calif., Colo., Del., Ill., La., Md., Minn., N. J., Ohio, Okla., Pa., Tenn., Texas, Utah, Wash., and Wyo.

CUCUMBERS FOR PICKLES

The planted acreage of cucumbers for pickles is expected to total 103,100 acres, according to the Crop Reporting Board. Such an acreage would be 3 percent below that of 1959 and 27 percent below the 1949-58 average.

If abandonment is in line with the average of 7 percent for the past 10 years, about 96,000 acres would be available for harvest.

Prospective acreage is above the 1959 plantings in the Carolinas, Washington and Oregon, and below last year in Michigan and Wisconsin and most other states.

Man-Hours of Farm Work

The number of man-hours worked in agriculture has declined 46 percent in the past 20 years and about one-third in the last 10 years, according to USDA.

The long-time decrease is attributed to a combination of many factors, the most significant of which are increased mechanization and reduction in the number of farms.

Work on crops has dropped more than for livestock because of current advances in mechanization of operations on crops. Crops now take less than one-half as much labor as before World War II.

The labor input of all farms in the United States totaled about 11 billion man-hours in 1959. This is the lowest figure of any year of record, and is a continuation of the long-time downward trend. The decreases have been greatest in the South and least in the West.

Farm output per man-hour in 1959 was more than four times as high as before World War I and was almost three times as high as during the years immediately preceding World War II.

Net income from farming was reported at \$1.269 per man-hour for 1959.

Inventory of Foods at Retail

The Agricultural Marketing Service of USDA has published a statistical summary of the volume of 239 different food items in the hands of retailers on one day in the spring of 1957. The survey was intended to provide a basis for developing civil defense information, and the data have been published for those who are interested in the physical quantities on hand.

Canned, preserved, and frozen foods were by far the most important food group and together accounted for more than 31 percent of the total volume. Data are given for the United States and four geographic regions.

Copies of the report, *Inventory of Food Products and Beverages in Retail Stores* (Supplement to MRR No. 286) are available from the Agricultural Marketing Service, USDA, Washington 25, D. C.

USDA Plentiful Foods List

The USDA Plentiful Foods List for June includes spring vegetables, milk and dairy products, peanut butter, and vegetable fats and oils.

Stocks of Canned Foods on April 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply		Canners' Stocks April 1		Season Shipments to April 1	
			1958-59	1959-60	1959	1960	1959	1960
			(thousands of cases)					
Apricots	June	24/2½	2,482	5,180	373	1,150	2,100	4,021
Sweet cherries	June	24/2½	1,135	984	409	217	726	747
Peaches	June	24/2½	28,540	33,722	7,730	9,249	20,801	24,473
Pears	June	24/2½	10,371	11,589	3,453	3,915	6,908	7,674
Purple plums	June	24/2½	1,468	1,901	444	557	1,024	1,404
Tomato juice	July	actual	41,092	37,184	17,453	15,172	23,639	22,012

C.&T.R. Press Releases Issued to Selected Farm Publications

A press release to a selected list of 100 general farm publications was mailed out April 18 under the N.C.A. Consumer and Trade Relations Program, dealing with the measures taken by the canning industry to ensure the safety and purity of canned foods. The story, accompanied by two photos illustrating quality control practices at both the raw and processed product level, dealt with the current "protective screen" program of the Association and the industry, as to pesticide usage and steps taken in the cannery to ensure that no improperly treated raw products get into the canning lines.

Among other things, it pointed out the long-term program of raw product care, and the half a century of cooperation with Food and Drug requirements. Concluding statement of the feature was: "The canning industry never relaxes its vigilance when it comes to producing safe, wholesome, high-quality food. The canner realizes that to achieve his goal he must work as a partner with the farmer and that protecting the farmer's interests is the most effective protection for his customers and himself."

Earlier (April 4), another release, based on the Sesquicentennial of canning, had been sent to 40 food editors of farm magazines. The story of Appert's discovery of the canning principle stressed his early recommendation of adjacency of cannery to field or orchard, and the record of the industry in working closely with the grower in research and practice. The safety of foods preserved by the canning method also was stressed in this release.

Canning Crops Contest Release

Particulars about the requirements for farm boys and girls to participate in the annual Canning Crops Contest were provided recently to 126 members of the National Association of Television and Radio Farm Directors. Using the script provided, these farm broadcasters and telecasters will be able to explain details of this annual contest conducted under the N.C.A. Consumer and Trade Relations Program, in collaboration with the National Junior Vegetable Growers Association. The copy explains how to enter the contest and where registration forms are available. The release was part of the current efforts to recruit entrants for this year's contest.

Successful Farming

"Make-Ahead Main Dishes," a food article by Mary K. Farnen, associate editor, in the April issue of *Successful Farming* magazine, includes canned foods in each of the six recipes.

Miss Farnen says, "Homemakers everywhere want to make the most of their time when spring is in the air. Farm wives like to save as much time as they can for gardening or other outdoor jobs. A meal planned around a main dish helps a time-wise homemaker."

Canned foods used are tomatoes, chili sauce, pimientos, pork and beans, catsup, luncheon meat, tomato sauce, and ripe olives.

The article is attractively illustrated with a full-page color photograph of several of the main dishes, and a three picture series showing how to fix a latice for an oven stew.

McCall's

Canned foods were used extensively in two food articles in the May issue of *McCall's* magazine.

"The Mushroom" begins: "The Greeks called mushrooms food of the gods, and the Roman poets Horace and Ovid sang of their exquisite flavor. But it was a dictator, Julius Caesar, who thought the common man so unworthy of this fragile fungus that he restricted its sale to the aristocracy. Now, cooks the world over sing their praises, and happily for all of us, mushrooms—fresh, canned, or dried—are available to everybody, everywhere, year around."

In addition to mushrooms, used nine times, other canned foods included in

Ink Blot Game is Being Used By Two Extension Services

The "Ink Blot Game," which tests the players' "canned foods aptitude," has been brought to the attention of four of the Extension Services by John W. Rue, executive secretary of the Tri-State Packers' Association.

The Agricultural Extension Service of Virginia Polytechnic Institute advised Mr. Rue that the material has been used in two meetings and the USDA Cooperative Extension Work in Agriculture and Home Economics at University of Maryland is bringing it to the attention of members of the Extension Service.

This half-hour game was devised by writers and artists on the staff of Dudley-Anderson-Yutz, public relations counsel on the N.C.A.'s Consumer and Trade Relations Program, and has been extensively used for women's club programs. Drawn from the *Score Your Own Canned Foods Aptitude*, booklet of the C.&T.R. program, the game includes a script and 18 large cards. While engaged in the game of interpreting the meaning of ink blots on the cards, the players learn interesting facts about canned foods.

the recipes are lemon juice, tomato puree, tomato sauce, catsup and canned soups.

The second article, "Comes Spring . . . Comes Lamb," uses canned foods in seven recipes. Included are lemon juice, peach halves, mushrooms, tomatoes, chicken broth, tomato paste, and peas.

Both articles are attractively illustrated with double-page color photographs.

TABLE OF CONTENTS

	PAGE		PAGE
Congress		Foreign Trade	
N.C.A. opposes "stabilization" proposal in new Poage bill . . .	147	Canned fruits to U.K.	148
Color additives legislation	147	Personnel	
Status of legislation	148	Howard Cumming honored	148
Consumer and Trade Relations		Publicity	
C.&T.R. press releases issued to selected farm publications . . .	150	USDA Plentiful Foods List . . .	149
Canning crops contest release . .	150	<i>Successful Farming</i>	150
Ink blot game is being used by two Extension Services	150	<i>McCall's</i>	150
Containers		Statistics	
U. S. Steel announces details of new tin plate	147	Stocks of canned foods on April 1 and season shipments	149
Shipments of metal cans and glass containers, Jan.-Feb.	148	Vegetables for processing	149
Fisheries		Man-hours of farm work	149
Conference on Law of the Sea . .	149	Inventory of foods at retail	149
		Water Pollution	
		Conference on water pollution . .	147